ಕರ್ನಾಟಕ ವಿಧಾನ ಪರಿಷತ್ತು

ಚುಕ್ಕೆ ಗುರುತಿಲ್ಲದ ಪ್ರಶ್ನೆ : 710

ವಿಧಾನ ಪರಿಷತ್ತಿನ ಸದಸ್ಯರ ಹೆಸರು : ಶ್ರೀ ಕೆ.ಎ. ತಿಪ್ಪೇಸ್ವಾಮಿ (ನಾಮನಿರ್ದೇಶನ ಹೊಂದಿದವರು)

ಉತ್ತರಿಸುವ ಸಚಿವರು : ತೋಟಗಾರಿಕೆ ಮತ್ತು ಯೋಜನೆ, ಕಾರ್ಯಕ್ರಮ ಸಂಯೋಜನೆ ಮತ್ತು ಸಾಂಖ್ಯಿಕ ಸಚಿವರು

ಉತ್ತರಿಸಬೇಕಾದ ದಿನಾಂಕ : 17.09.2021

ಕ್ರ.ಸಂ.	ಪ್ರಶ್ನೆ	ಉತ್ತರ
ಅ)	ತೋಟಗಾರಿಕೆ, ಕೃಷಿ, ಗ್ರಾಮಾಂತರ ಪ್ರದೇಶದಲ್ಲಿನ ಕೃಷಿ ಕಾರ್ಮಿಕರಿಗೆ ಉದ್ಯೋಗ ಒದಗಿಸುವುದಲ್ಲದೆ ಹೆಚ್ಚಿನ ಪೌಷ್ಠಿಕಾಂಶವುಳ್ಳ ಹಣ್ಣು ಹಂಪಲು ಮತ್ತು ತರಕಾರಿ ಬೆಳೆಯುವುದರ ಜೊತೆಗೆ ರೈತರ ಆದಾಯವನ್ನು ಹೆಚ್ಚಿಸುತ್ತಿರುವುದು ಸರ್ಕಾರದ ಗಮನಕ್ಕೆ ಬಂದಿದೆಯೇ; ಹಾಗಿದ್ದಲ್ಲಿ ಈ ತೋಟಗಾರಿಕೆ ಬೆಳೆಯನ್ನು ವಾಣಿಜ್ಯ ಬೆಳೆಗಳಾಗಿ ಬೆಳೆಯಲು ಕೇಂದ್ರ ಮತ್ತು ರಾಜ್ಯ ಸರ್ಕಾರಗಳು ಹಮ್ಮಿಕೊಂಡಿರುವ ಕಾರ್ಯಗಳು ಮತ್ತು ಯೋಜನೆಗಳು ಯಾವುವು (ಸಂಪೂರ್ಣ ಮಾಹಿತಿ ನೀಡುವುದು)	ಹೌದು ಗಮನಕ್ಕೆ ಬಂದಿರುತ್ತದೆ. 2021-22ನೇ ಸಾಲಿನಲ್ಲಿ ತೋಟಗಾರಿಕೆ ಬೆಳೆಯನ್ನು ವಾಣಿಜ್ಯ ಬೆಳೆಗಳಾಗಿ ಬೆಳೆಯಲು ಕೇಂದ್ರ ಮತ್ತು ರಾಜ್ಯ ಸರ್ಕಾರಗಳು ಹಮ್ಮಿಕೊಂಡಿರುವ ಕಾರ್ಯಗಳು ಮತ್ತು ಯೋಜನೆಗಳ ವಿವರಗಳನ್ನು CD **(ಅನುಬಂಧ – 1)** ಯಲ್ಲಿ ಒದಗಿಸಿದೆ.
ಆ)	ಈ ಯೋಜನೆಗಳನ್ನು ರಾಜ್ಯದ ಯಾವ ಯಾವ ಜಿಲ್ಲೆಗಳಲ್ಲಿ ಅನುಷ್ಠಾನಗೊಳಿಸಲಾಗುತ್ತಿದೆ; ಈ ಯೋಜನೆಗಳಿಗೆ ನೀಡಿದ ಅನುದಾನ ಗುರಿ ಮತ್ತು ಸಾಧನೆಗಳೇನು; (ಈ ಬಗ್ಗೆ ಸಂಪೂರ್ಣ ಮಾಹಿತಿ ನೀಡುವುದು)	ತೋಟಗಾರಿಕೆ ಇಲಾಖೆಯಡಿ ಅನುಷ್ಠಾನಗೊಳಿಸುತ್ತಿರುವ ಯೋಜನೆಗಳ ಜಿಲ್ಲಾವಾರು ಗುರಿ ಹಾಗೂ ಸಾಧನೆಯ ವಿವರಗಳನ್ನು CD **(ಅನುಬಂಧ – 2)** ಯಲ್ಲಿ ನೀಡಲಾಗಿದೆ.
ಇ)	ಈ ಯೋಜನೆಗಳ ಅನುಷ್ಠಾನದ ಬಗ್ಗೆ ಕೇಂದ್ರ ಅಥವಾ ರಾಜ್ಯ ಸರ್ಕಾರ ಯಾವುದಾದರೂ ಅಧ್ಯಯನ ನಡೆಸಿದೆಯೇ; ಹಾಗಿದ್ದಲ್ಲಿ ಈ ಅಧ್ಯಯನದ ಪ್ರಮುಖ ಅಂಶಗಳು ಯಾವುವು	ಈ ಯೋಜನೆಗಳ ಅನುಷ್ಠಾನದ ಬಗ್ಗೆ ರಾಜ್ಯ ಸರ್ಕಾರದ "ಕರ್ನಾಟಕ ಮೌಲ್ಯಮಾಪನ ಪ್ರಾಧಿಕಾರ" ದಿಂದ ಅಧ್ಯಾಯನ ನಡೆಸಲಾಗುತ್ತಿದೆ. ಸದರಿ ಅಧ್ಯಾಯನದ ಪ್ರಮುಖ ಅಂಶಗಳನ್ನು CD (ಅನುಬಂಧ - 3) ಯಲ್ಲಿ ಒದಗಿಸಿದೆ.

ಈ)	ರಾಜ್ಯದಲ್ಲಿ ತೋಟಗಾರಿಕೆ ವಿಸ್ತೀರ್ಣದ ಅಭಿವೃದ್ಧಿಗೆ ಮಾತ್ರ ನೀಡಲಾಗಿದೆ ಮತ್ತು ರಾಜ್ಯದ ತೋಟಗಾರರ ತರಬೇತಿ ಮತ್ತು ಕಟಾವು ನಂತರ ಕೈಗೊಳ್ಳಬೇಕಾದ ಸಂರಕ್ಷಣಾ ಕಾರ್ಯ ಕ್ರಮಗಳ ಬಗ್ಗೆ ಗಮನ ನೀಡಿಲ್ಲವೆಂದು ಟೀಕೆಗಳು ಕೇಳಿ ಬರುತ್ತಿವೆ ಎಷ್ಟು; ಹಾಗಿದ್ದಲ್ಲಿ, ಈ ಬಗ್ಗೆ ರಾಜ್ಯ ಸರ್ಕಾರ ಸರಿಪಡಿಸಲು ಕೈಗೊಂಡಿರುವ ಕ್ರಮಗಳೇನು?	▪ ಇಲಾಖೆಯಲ್ಲಿ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮಗಳ ಬಗ್ಗೆ ಟೀಕೆಗಳು ಸ್ವೀಕೃತಗೊಂಡಿರುವುದಿಲ್ಲ. ಇಲಾಖೆಯಲ್ಲಿ ವಿವಿಧ ಯೋಜನೆಗಳಡಿ ಆಗಿಂದಾಗ್ಗೆ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ಆಯೋಜಿಸಲಾಗುತ್ತಿದೆ. ಅದೇ ರೀತಿ, ಉತ್ಕೃಷ್ಟ ಬೇಸಾಯ ಕೇಂದ್ರಗಳು (Centers of Excellence), ಜೈವಿಕ ಕೇಂದ್ರಗಳು (Bio-centers) ಮತ್ತು ವಿವಿಧ ನಿಗಮ ಮಂಡಳಿಗಳಿಂದಲೂ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ಹಮ್ಮಿಕೊಳ್ಳಲಾಗುತ್ತಿದೆ. ▪ ತೋಟಗಾರಿಕೆ/ ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾಲಯಗಳಿಂದ ಕೃಷಿ ಮೇಳ/ತರಬೇತಿಗಳನ್ನು ಏರ್ಪಡಿಸಿ, ರೈತರಿಗೆ ತಾಂತ್ರಿಕತೆ/ ಹೊಸ ಆವಿಷ್ಕಾರಗಳ ಬಗ್ಗೆ ಮಾಹಿತಿ ನೀಡಲಾಗುತ್ತಿದೆ. ಇದಲ್ಲದೇ ರಫ್ತು ಉತ್ತೇಜಿಸಲು Karnataka State Agricultural Produce Processing and Export Corporation Limited (KAPPEC) ಮತ್ತು Agricultural and Processed Food Products Export Development Authority (APEDA) ಸಂಸ್ಥೆಗಳ ಸಹಯೋಗದೊಂದಿಗೆ ರೈತರಿಗೆ ಅರಿವು ಮೂಡಿಸುವ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ಹಮ್ಮಿಕೊಳ್ಳಲಾಗುತ್ತಿದೆ. ▪ ಒಟ್ಟಾರೆ ಹೋಬಳಿ, ತಾಲ್ಲೂಕು ಮತ್ತು ಜಿಲ್ಲೆಗಳಲ್ಲಿ ಆಯಾ ಪ್ರಾಂತ್ಯದ ಬೇಡಿಕೆ ಅನುಸಾರ ಅಧಿಕಾರಿಗಳು ರೈತರಿಗೆ ಕಾಲಕಾಲಕ್ಕೆ ನುರಿತ ವಿಷಯ ತಜ್ಞರು/ ವಿಜ್ಞಾನಿಗಳೊಂದಿಗೆ ವಿಚಾರ ಸಂಕೀರಣ/ ಪ್ರಾತ್ಯಕ್ಷತೆಗಳು, ತಾಂತ್ರಿಕ ಸಭೆಗಳನ್ನು ಆಯೋಜಿಸಿ ಮಾಹಿತಿ/ ತರಬೇತಿ ನೀಡಲಾಗುತ್ತಿದೆ. ▪ ಕೇಂದ್ರ ವಲಯ ಯೋಜನೆಗಳಾದ ರಾಷ್ಟ್ರೀಯ ತೋಟಗಾರಿಕೆ ಮಿಷನ್ ಹಾಗೂ ರಾಷ್ಟ್ರೀಯ ಕೃಷಿ ವಿಕಾಸ ಯೋಜನೆಗಳಡಿ ತೋಟಗಾರಿಕೆ ಬೆಳೆಗಳ ಕಟಾವು

ನಂತರ ಕೈಗೊಳ್ಳಬೇಕಾದ ಸಂರಕ್ಷಣಾ ಕಾರ್ಯಕ್ರಮಗಳಿಗೆ ಅವಕಾಶವಿದ್ದು, ವಿವರ ಈ ಕೆಳಕಂಡಂತೆ ಇರುತ್ತವೆ.

1. ರಾಷ್ಟ್ರೀಯ ತೋಟಗಾರಿಕೆ ಮಿಷನ್:

ಕ್ರ.ಸಂ	ಘಟಕ	ವೆಚ್ಚ (ರೂ.ಲಕ್ಷಗಳಲ್ಲಿ)	ಸಹಾಯಧನದ ವಿವರ
1	ಪ್ಯಾಕ್ ಹೌಸ್	ರೂ. 4.00 ಲಕ್ಷ	ಶೇ. 50 ರಂತೆ ರೂ. 2.00 ಲಕ್ಷ
2	ಇಂಟಿಗ್ರೇಟೆಡ್ ಪ್ಯಾಕ್ ಹೌಸ್	ರೂ. 50.00 ಲಕ್ಷ	ಶೇ. 35 ರಂತೆ ರೂ. 17.50 ಲಕ್ಷ
3	ಪ್ರಿ ಕೂಲಿಂಗ್ ಘಟಕ / ಮೊಬೈಲ್ ಪ್ರಿ ಕೂಲಿಂಗ್ ಘಟಕ	ರೂ. 25.00 ಲಕ್ಷ	ಶೇ. 35 ರಂತೆ ರೂ. 8.75 ಲಕ್ಷ
4	ಶೀಥಲ ಕೊಠಡಿ ಘಟಕ	ರೂ. 15.00 ಲಕ್ಷ	ಶೇ. 35 ರಂತೆ ರೂ. 5.25 ಲಕ್ಷ
5	ಶೀಥಲ ಗೃಹ ಘಟಕ Type-1	ರೂ. 8000.00/MT	ಶೇ. 35 ರಂತೆ ರೂ. 140.00 ಲಕ್ಷಗಳು ಗರಿಷ್ಠ 5000 MT
6	ಶೀಥಲ ಗೃಹ ಘಟಕ Type-2	ರೂ. 10000.00/MT	ಶೇ. 35 ರಂತೆ ರೂ. 175.00 ಲಕ್ಷಗಳು ಗರಿಷ್ಠ 5000 MT
7	ಶೀಥಲ ವಾಹನ	ರೂ. 26.00 ಲಕ್ಷ /9MT	ಶೇ. 35 ರಂತೆ ರೂ. 9.10 ಲಕ್ಷ
8	ಪ್ರಾಥಮಿಕ / ಮೊಬೈಲ್ ಸಂಸ್ಕರಣಾ / ಮಿನಿಮಲ್ ಘಟಕ	ರೂ. 25.00 ಲಕ್ಷ	ಶೇ. 40 ರಂತೆ ರೂ. 10.00 ಲಕ್ಷ
9	ಹಣ್ಣು ಮಾಗಿಸುವ ಘಟಕ	ರೂ. 1.00 ಲಕ್ಷ / MT	ಶೇ. 35 ರಂತೆ ರೂ. 105.00 ಲಕ್ಷ ಗರಿಷ್ಠ

			300 MT
10	ಕಡಿಮೆ ವೆಚ್ಚದ ಈರುಳ್ಳಿ ಶೇಖರಣಾ ಘಟಕ	ರೂ. 1.75 ಲಕ್ಷ	ಶೇ. 50 ರಂತೆ ರೂ. 0.875 ಲಕ್ಷ

2. ರಾಷ್ಟ್ರೀಯ ಕೃಷಿ ವಿಕಾಸ ಯೋಜನೆ:

ಕ್ರ.ಸಂ	ಘಟಕ	ವೆಚ್ಚ (ರೂ.ಲಕ್ಷಗಳಲ್ಲಿ)	ಸಹಾಯಧನದ ವಿವರ
1	ಪ್ರಾಥಮಿಕ ಸಂಸ್ಕರಣಾ ಘಟಕ	ರೂ. 25.00 ಲಕ್ಷ	ಶೇ. 40 ರಂತೆ ರೂ. 10.00 ಲಕ್ಷ
2	ಸಂಸ್ಕರಣೆ ಮತ್ತು ಮೌಲ್ಯವರ್ಧನೆ ಘಟಕ	ರೂ. 200.00 ಲಕ್ಷ	ಶೇ. 25 ರಂತೆ ರೂ. 50.00 ಲಕ್ಷ
3	ಕಡಿಮೆ ವೆಚ್ಚದ ಈರುಳ್ಳಿ ಶೇಖರಣಾ ಘಟಕ	ರೂ. 1.75 ಲಕ್ಷ	ಶೇ. 50 ರಂತೆ ರೂ. 0.875 ಲಕ್ಷ

No.HORTI 371 HGM 2021

(ಮುನಿರತ್ನ)

ತೋಟಗಾರಿಕೆ ಮತ್ತು ಯೋಜನೆ, ಕಾರ್ಯಕ್ರಮ

ಸಂಯೋಜನೆ ಮತ್ತು ಸಾಂಖ್ಯಿಕ ಸಚಿವರು.

ತೋಟಗಾರಿಕೆ ಇಲಾಖೆಯ ಯೋಜನೆಗಳಡಿಯಲ್ಲಿ ಕೈಗೊಳ್ಳುವ ಪ್ರಮುಖ ಕಾರ್ಯಕ್ರಮಗಳು /ಚಟುವಟಿಕೆಗಳ ವಿವರ

ಕ್ರ. ಸಂ.	ಯೋಜನೆಯ ಹೆಸರು
I	**ಕೇಂದ್ರವಲಯ ಯೋಜನೆಗಳು**
1	**ಸಾಮಾರ್ಥ್ಯವುಳ್ಳ ರಾಜ್ಯಗಳಲ್ಲಿ ಎಣ್ಣೆ ತಾಳೆ ವ್ಯವಸಾಯ ಯೋಜನೆ**
•	ತಾಳೆ ಸಸಿಗಳ ಸಹಾಯಧನ ಹಾಗೂ ನಿರ್ವಹಣೆ
•	ಎತ್ತರವಾದ ತಾಳೆ ತೋಟಗಳಿಂದ ತಾಳೆ ಹಣ್ಣನ್ನು ಕಟಾವು ಮಾಡಲು ಉತ್ತೇಜನ
•	ಡೀಸಲ್ ಪಂಪ್ ಸೆಟ್ / ವಿದ್ಯುತ್ ಚಾಲಿತ ಪಂಪ್ ಸೆಟ್ ಗೆ ಸಹಾಯಧನ
•	ಕೊಳವೆ ಬಾವಿ/ನೀರಿನ ಕೊಯ್ಲು ಮಾಡುವ ಕೊಳಗಳು
•	ತಾಳೆಬೆಳೆ ತೋಟದಲ್ಲಿ ಅಂತರ ಬೆಳೆ ಬೇಸಾಯಕ್ಕೆ ಸಹಾಯಧನ
•	ತಾಳೆಬೆಳೆ ಬೇಸಾಯಕ್ಕೆ ಅವಶ್ಯಕವಿರುವ ಯಂತ್ರೋಪಕರಣಗಳ ಖರೀದಿಗೆ ಸಹಾಯಧನ
•	Oil palm cutter
•	Motorised chisel and others
2	**ಪ್ರಧಾನ ಮಂತ್ರಿ ಕೃಷಿ ಸಿಂಚಾಯಿ ಯೋಜನೆ (ಹನಿ ನೀರಾವರಿ)**
•	ಸೂಕ್ಷ್ಮ ನೀರಾವರಿ ಪ್ರದೇಶ ವಿಸ್ತರಣೆ
3	**ಉತ್ಪಾದನಾ ಸುಧಾರಣಾ ಕಾರ್ಯ ಯೋಜನೆಗಾಗಿ ತೆಂಗಿನಲ್ಲಿ ಸಂಯೋಜಿತ ಬೇಸಾಯ.**
•	ಹಳೆ ಪ್ರಾತ್ಯಕ್ಷಿತೆ ತಾಕುಗಳ ನಿರ್ಮಾಣ
•	ತೆಂಗು ಮರುನಾಟಿ ಮತ್ತು ಪುನಶ್ಚೇತನ ನಿರ್ವಹಣೆ ಕಾರ್ಯಕ್ರಮ
•	ತೆಂಗು ಮರುನಾಟಿ ಮತ್ತು ಪುನಶ್ಚೇತನ ಕಾರ್ಯಕ್ರಮ
•	ಕ್ಷೇತ್ರೀಯ ತೆಂಗು ನರ್ಸರಿ ಕಾರ್ಯಕ್ರಮ
4	**ರಾಷ್ಟ್ರೀಯ ತೋಟಗಾರಿಕೆ ಮಿಷನ್**
•	ಸಸ್ಯಾಭಿವೃದ್ಧಿ
•	ಹೊಸ ಪ್ರದೇಶ ವಿಸ್ತರಣೆ ಮತ್ತು ನಿರ್ವಹಣೆ
•	ಪುನಃಶ್ಚೇತನ
•	ಸಮಗ್ರ ಪೋಷಕಾಂಶ ಮತ್ತು ರೋಗ/ಕೀಟ ನಿರ್ವಹಣೆ
•	ಕೊಯ್ಲೋತ್ತರ ನಿರ್ವಹಣಾ ಘಟಕ
•	ಮಾರುಕಟ್ಟೆ
•	ನೀರು ಸಂಗ್ರಹಣಾ ಘಟಕ
•	ಸಂರಕ್ಷಿತ ಬೇಸಾಯ ಕಾರ್ಯಕ್ರಮ
•	ಯಾಂತ್ರೀಕರಣ
•	ಮಾನವ ಸಂಪನ್ಮೂಲ ಅಭಿವೃದ್ಧಿ
•	ಅಣಬೆ ಬೇಸಾಯ
•	Integrated Supply Chain
5	**ಪರಂಪರಾಗತ ಕೃಷಿ ವಿಕಾಸ ಯೋಜನೆ**
	ಗುಚ್ಛ ಮಾದರಿಯಲ್ಲಿ ಸಾವಯುವ ಕೃಷಿ ಉತ್ತೇಜನ
6	**ರಾಷ್ಟ್ರೀಯ ಕೃಷಿ ವಿಕಾಸ ಯೋಜನೆ**
•	ತೋಟಗಾರಿಕೆಯಲ್ಲಿ ಯಾಂತ್ರೀಕರಣ
•	ನೀರು ಸಂಗ್ರಹಣಾ ಘಟಕ (ಕೃಷಿ ಹೊಂಡ)
•	ಸಂರಕ್ಷಿತ ಬೇಸಾಯ ಯೋಜನೆಯಡಿ ಪಾಲಿಥೀನ್ ಶೀಟ್ ಗಳ ಬದಲಾವಣೆ ಮತ್ತು ಗಿಡಗಳ ಬದಲಾವಣೆ
•	ತೋಟಗಾರಿಕೆಯಲ್ಲಿ ಕೊಯ್ಲೋತ್ತರ ಚಟುವಟಿಕೆಗಳಿಗೆ ಪ್ರೋತ್ಸಾಹ
•	PPP-IHD
•	HTC/ COE/ PMU
7	ಕೃಷಿ ಯಾಂತ್ರೀಕರಣ ಉಪ ಅಭಿಯಾನ
II	**ರಾಜ್ಯವಲಯ ಯೋಜನೆಗಳು**
1	**ಅನುಸೂಚಿತ ಜಾತಿಗಳ ಉಪಯೋಜನೆ ಮತ್ತು ಬುಡಕಟ್ಟು ಉಪ ಯೋಜನೆ ಕಾಯ್ದೆ 2013 ರಡಿ ಬಳಕೆಯಾಗದೆ ಇರುವ ಮೊತ್ತ**
	ಪವರ್ ಟಿಲ್ಲರ್ ಗೆ ಸಹಾಯಧನ
2	**ಸಮಗ್ರ ತೋಟಗಾರಿಕಾ ಅಭಿವೃದ್ಧಿ**
•	ಹೂವಿನ ಬೆಳೆಗಾರರಿಗೆ ಪರಿಹಾರಧನ
•	ಹಣ್ಣು ಮತ್ತು ತರಕಾರಿ ಬೆಳೆಗಾರರಿಗೆ ಪರಿಹಾರಧನ
•	ಸಮಗ್ರ ತೋಟಗಾರಿಕೆ ಅಭಿವೃದ್ಧಿ. (2018-19 & 2019-20 ನೇ ಸಾಲಿನಲ್ಲಿ ಅಭಿವೃದ್ಧಿ ಪಡಿಸಲಾದ ವಿವಿಧ ತೋಟಗಾರಿಕೆ ಬೆಳೆಗಳ ನಿರ್ವಹಣೆಗೆ ಸಹಾಯಧನ)
•	ಗೇರು ಅಭಿವೃದ್ಧಿ ನಿರ್ವಹಣೆ
•	ತಾಳೆ ರೈತರಿಗೆ ಖಚಿತ ಬೆಂಬಲ ಬೆಲೆ ವಿತರಣೆ ಹಾಗೂ ಇಳುವರಿ ನೀಡುತ್ತಿರುವ ತಾಳೆ ತೋಟಗಳಿಗೆ ಗೊಬ್ಬರ ವಿತರಣೆ.
•	ರೈತ ಉತ್ಪಾದಕರ ಸಂಸ್ಥೆಗಳಿಗೆ (FPO) ಸಹಾಯಧನ
•	ಉತ್ಕೃಷ್ಟ ಕೇಂದ್ರಗಳಲ್ಲಿ ಪ್ರಾತ್ಯಕ್ಷತೆ, ನಿರ್ವಹಣೆ ಹಾಗೂ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮ
•	ಕಡಿಮೆ ವೆಚ್ಚದ ಅಣಬೆ ಉತ್ಪಾದನಾ ಘಟಕಗಳಿಗೆ ಸಹಾಯಧನ
•	ನೀರಿನ ಟ್ಯಾಂಕರ್ ಗಳ ಖರೀದಿಸಲು ಸಹಾಯಧನ
3	**ತೋಟಗಾರಿಕೆ ಬೆಳೆಗಳ ಕೀಟ ಮತ್ತು ರೋಗ ಸಮಗ್ರ ನಿಯಂತ್ರಣ ಯೋಜನೆ**
•	ಗೊನಿಯೋಜಸ್ ಪರೋಪಜೀವಿಗಳ ಉತ್ಪಾದನೆ
•	ಬ್ರಾಕಿಮೀರಿಯಾ ಪರೋಪಜೀವಿಗಳ ಉತ್ಪಾದನೆ
•	ಐಸೇರಿಯಾ ಉತ್ಪಾದನೆ
•	ಸಸ್ಯ ಸಂರಕ್ಷಣೆ ಔಷಧಿಗಳ ವಿತರಣೆ
4	**ಮಧುವನ ಮತ್ತು ಜೇನು ಸಾಕಾಣಿಕೆ ಅಭಿವೃದ್ಧಿ**
•	ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮಗಳು.
•	ಜೇನು ಪೆಟ್ಟಿಗೆ, ಜೇನು ಕುಟುಂಬ ಹಾಗೂ ಸ್ಟ್ಯಾಂಡ್ ಖರೀದಿಗೆ ಸಹಾಯಧನ.
•	ಖಾಸಗಿ ಮಧುವನಗಳ ಸ್ಥಾಪನೆಗೆ ಸಹಾಯ.
•	ಇಲಾಖಾ ಮಧುವನಗಳು / ಜೇನುಗಾರಿಕೆ ತರಬೇತಿ ಕೇಂದ್ರ ಗಳ ಅಭಿವೃದ್ಧಿ ಹಾಗೂ ನಿರ್ವಹಣೆ.

ಅನುಬಂಧ-2

ಇಲಾಖೆಯಡಿ ಅನುಷ್ಠಾನಗೊಳಿಸುತ್ತಿರುವ ಯೋಜನೆಗಳ ಜಿಲ್ಲಾವಾರು ಗುರಿ ಮತ್ತು ಸಾಧನೆಯ ವಿವರ

ರೂ. ಲಕ್ಷಗಳಲ್ಲಿ

ಕ್ರ.ಸಂ	ಜಿಲ್ಲೆಗಳು	ರಾಷ್ಟ್ರೀಯ ಎಣ್ಣೆಕಾಳು ಮತ್ತು ಎಣ್ಣೆ ತಾಳೆ ಅಭಿಯಾನ ಯೋಜನೆ,		ಪ್ರಧಾನ ಮಂತ್ರಿ ಕೃಷಿ ಸಿಂಚಾಯಿ ಯೋಜನೆ (ಹನಿ ನೀರಾವರಿ)		ಉತ್ಪಾದನಾ ಸುಧಾರಣಾ ಕಾರ್ಯ ಯೋಜನೆಗೆ ತೆಂಗಿನಲ್ಲಿ ಸಂಯೋಜಿತ ಬೇಸಾಯ.		ರಾಷ್ಟ್ರೀಯ ತೋಟಗಾರಿಕೆ ಮಿಷನ್		ಪರಂಪರಾಗತ ಕೃಷಿ ವಿಕಾಸ ಯೋಜನೆ		ರಾಷ್ಟ್ರೀಯ ಕೃಷಿ ವಿಕಾಸ ಯೋಜನೆ		ಕೃಷಿ ಯಾಂತ್ರೀಕರಣ ಉಪ ಅಭಿಯಾನ		ಅನುಸೂಚಿತ ಜಾತಿಗಳ ಉಪಯೋಜನೆ ಮತ್ತು ಬುಡಕಟ್ಟು ಉಪ ಯೋಜನೆ ಕಾಯ್ದೆ 2013 ರಡಿ		ಸಮಗ್ರ ತೋಟಗಾರಿಕಾ ಅಭಿವೃದ್ಧಿ,		ತೋಟಗಾರಿಕೆ ಬೆಳೆಗಳ ಕೀಟ ಮತ್ತು ರೋಗಗಳ ಸಮಗ್ರ ನಿಯಂತ್ರಣ ಯೋಜನೆ		ಮಧುವನ ಮತ್ತು ಜೇನು ಸಾಕಾಣೆ ಅಭಿವೃದ್ಧಿ		ಒಟ್ಟು	
		ವಾ.ಗುರಿ	ಸಾಧನೆ	ವಾ.ಗುರಿ	ಸಾಧನೆ	ವಾ.ಗುರಿ	ಸಾಧನೆ	ವಾ.ಗುರಿ	ಸಾಧನೆ	ವಾ.ಗುರಿ	ಸಾಧನೆ	ವಾ.ಗುರಿ	ಸಾಧನೆ	ವಾ.ಗುರಿ	ಸಾಧನೆ	ವಾ.ಗುರಿ	ಸಾಧನೆ	ವಾ.ಗುರಿ	ಸಾಧನೆ	ವಾ.ಗುರಿ	ಸಾಧನೆ	ವಾ.ಗುರಿ	ಸಾಧನೆ	ವಾ.ಗುರಿ	ಸಾಧನೆ
1	ಬೆಂಗಳೂರು ನಗರ															0.75	0.00	92.33	92.32	2.60	1.30	5.00	1.72	100.68	95.34
2	ಬೆಂಗಳೂರು (ಗ್ರಾ)					5.78										2.25	1.50	280.47	280.47	8.40	4.20	6.00	2.78	302.89	288.95
3	ಕೋಲಾರ															0.75	0.00	556.35	556.35	20.00	9.50	5.00	2.45	582.10	568.30
4	ತುಮಕೂರು					275.68										3.00	0.00	147.42	147.43	40.00	12.71	10.00	0.60	476.10	160.74
5	ದಾವಣಗೆರೆ	57.05				69.59										3.75	1.48	123.80	123.80	19.50	9.19	2.00	0.32	275.69	134.79
6	ಶಿವಮೊಗ್ಗ	46.70				47.82										3.00	0.00	111.60	111.60	20.50	8.75	10.00	3.54	239.63	123.89
7	ರಾಮನಗರ					84.82										3.00	0.00	47.32	47.32	22.90	8.64	4.00	0.00	162.04	55.96
8	ಚಿಕ್ಕಬಳ್ಳಾಪುರ															0.75	0.75	654.65	654.65	16.50	8.25	5.00	0.00	676.90	663.65
9	ಚಿತ್ರದುರ್ಗಾ					109.85										3.75	0.75	305.39	305.39	38.00	9.46	3.00	0.33	459.99	315.93
10	ಬಾಗಲಕೋಟೆ	116.24														1.50	0.00	23.88	23.88	9.50	0.00	3.00	0.00	154.11	23.88
11	ಬೆಳಗಾವಿ	48.70				1.05										2.25	0.00	488.82	488.83	14.00	1.14	4.00	0.43	558.83	490.39
12	ವಿಜಯಪುರ															3.00	0.00	339.76	339.76	10.50	4.14	3.00	1.00	356.26	344.90
13	ದಾರವಾಡ	4.92														3.75	0.49	8.03	8.02	12.00	1.20	2.00	0.55	30.70	10.26
14	ಗದಗ	36.15														3.75	0.75	31.91	31.91	7.45	1.50	2.00	0.60	81.26	34.76
15	ಹಾವೇರಿ	1.77				14.01										2.25	0.75	209.39	209.39	10.00	4.50	2.00	0.93	239.43	215.58
16	ಉತ್ತರ ಕನ್ನಡ	60.11														3.75	1.50	51.98	51.99	16.75	7.51	20.00	8.51	152.59	69.50
17	ಕಲಬುರಗಿ	16.56														0.75	0.75	86.14	86.14	9.50	0.00	2.50	0.00	115.45	86.89
18	ಕೊಪ್ಪಳ	31.57														0.75	0.75	149.23	149.23	10.00	5.00	8.00	3.21	199.55	158.19
19	ರಾಯಚೂರು	11.67														1.50	0.75	29.24	29.23	8.50	0.00	2.00	0.41	52.90	30.40
20	ಯಾದಗಿರಿ	16.46														0.75	0.75	20.45	20.45	5.85	1.92	1.00	0.00	44.51	23.12
21	ಬಳ್ಳಾರಿ	35.48														2.25	0.75	164.29	164.29	9.20	3.31	5.00	2.13	216.22	170.48
22	ಬೀದರ್															2.25	1.50	39.31	39.31	11.00	1.10	3.00	0.00	55.56	41.91
23	ಚಾಮರಾಜನಗರ	26.84				13.88										2.50	1.50	23.36	23.36	15.70	6.91	3.00	0.00	85.27	31.77
24	ಚಿಕ್ಕಮಗಳೂರು	14.30				191.31										4.55	1.70	7.92	7.92	22.50	6.25	22.00	11.98	262.59	27.85
25	ದಕ್ಷಿಣ ಕನ್ನಡ	11.85				26.10										3.00	1.00	2.51	2.51	14.00	5.53	20.00	3.71	77.45	12.75
26	ಹಾಸನ	45.36				213.81										3.00	1.50	22.58	22.58	41.10	19.24	7.50	0.80	333.35	44.11
27	ಕೊಡಗು	49.70														0.75	0.00	0.41	0.41	8.65	0.00	14.00	2.24	73.51	2.65
28	ಮಂಡ್ಯ	18.95				102.27										3.00	1.38	257.18	257.19	32.00	7.65	8.00	1.74	421.40	267.95
29	ಮೈಸೂರು	124.66				74.29										3.00	0.00	184.39	184.39	24.10	8.23	8.00	0.20	418.44	192.82
30	ಉಡುಪಿ	12.63				25.94										3.75	0.00	32.13	32.13	7.00	2.57	5.00	0.00	86.44	34.70
31	ಇತರೆ	88.57				15.00				0.00	0.00	0.00		0.00	0.00	0.00	0.00	3107.76		26.30	3.92	5.00	1.19	3242.63	5.12
	ಒಟ್ಟು	**876.22**	**0.00**	**0.00**	**0.00**	**1271.19**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**73.05**	**20.29**	**7600.00**	**4492.24**	**514.00**	**163.60**	**200.00**	**51.38**	**10534.46**	**4727.52**

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1. National Horticulture Mission

- The evaluation of AEP of mango, grape, sapota, citrus for the year 2007-08, banana and pineapple for the year 2010-11 and rejuvenation component of mango, citrus and cashew for the year 2009-10 was taken up by NABCONS
- **Inferences and Suggestions**

a) AEP and Rejuvenation components implemented **successfully** in all districts

b) NHM (AEP & Rejuvenation) programme has made significant **impact in increasing the yield and productivity of fruit crops due to adoption of better package of practices**

c) While selecting beneficiaries **due care may be taken by DoH not to provide assistance to absentee farmers** (i.e., people having main profession other than farming)

d) Monitoring of the scheme and release of subsidy should be **web based**

e) 2nd and 3rd year subsidy for maintenance should be released based on **web based due dates instead of farmer approaching the dept.**

f) Subsidy once released, it should be informed to the farmers **through SMS or by post**

g) Farmers supported under NHM should be formed into **NHM clubs or Associations/Groups** and the marketing support may be provided so that farmers sell the produce in the market

h) Farmers may be provided with saplings from **Govt. nurseries or nurseries accredited by the State Govt. to avoid spread of pests & diseases**

i) **Subsidy card should be maintained at taluk level** for ready and instant data access about the beneficiaries and implementation of the scheme on sustainable basis

j) **Drip/sprinkler irrigation may be encouraged** for all perennial horticulture crops under NHM to conserve water and get rid of labor & power shortage problem

k) Subsidy may include the **cost of fencing for small and marginal farmers only**

l) Logistic support may be provided at hobli/taluk level to the officials of DoH for better monitoring & implementation of the scheme

m) Scheme may be continued with increased focus on post-harvest management, marketing support and market infrastructure development

n) Subsidy amount may be increased for grape and TC banana

o) There should be uniform cost for all horticultural activities across the schemes/programmes implemented by DoH

p) Diversification of Horticulture has taken place in the State due to implementation of NHM

q) There is scope for coverage of additional area under NHM for fruit crops

r) Adequate fund should be provided to cover more area as per the demand of farmers

s) Efforts may be made to integrate AEP with Post Harvest and Marketing activities

t) Market promotion may be given adequate attention to ensure remunerative prices to the producers

2. Integrated Farming in Coconut Development Programme

a) More emphasis needs to be given on eco – friendly methods such as INM, IPM and other farm practices

b) Nutritional inputs in right quantity may be recommended based on soil test reports

c) Problematic / water logged soils need to be given special attention for appropriate remedial measures

d) Inputs are to be supplies in a single time, well in advance

e) In certain cases, PP chemicals are supplies, though not required, which may be avoided. It needs proper assessment and only actual requirements may be supplied.

3. Suvarna Bhoomi Yojane

a) The programme in recommended for continuation with the following changes in guidelines.

b) The Field farmer to beneficiary farmer ratio and the extent of area falling within the services of a field farmer needs to be have intense inspections and monitoring of the activities in the beneficiaries' lands. The field farmer to the beneficiary farmer ration should not be worse than 1:75 and the area under a field farmer may generally include a maximum of five villages.

c) Such crops as would yield results in 2 years or more should not be permitted to be covered under the programme, as second installment has to be then released without any yield occurring from the new (high value) crop and its sustainability on the land remains unknown.

d) The objective of the programme is to increase yield from agricultural lands and shifting to high value crops. The insistence of the programme to have a complete change of crop is neither always feasible nor desirable. The objective of the programme can be achieved by intensive multi-level cropping by putting crops like vanilla and pepper along with coffee, vanilla with betel plam etc. This is what is practiced and proven to be feasible in Malnad and coastal areas. The multi cropping component should be made an eligible activity in the programme, when and if continued.

4. **Micro Irrigation**

a) Strengthening of District Micro Irrigation Committee (DMIC) and creation of Taluk MICs

b) Negative aspects of Efficiency in Processing of claims and disbursement of subsidy and e-governance

c) Lacunae in scheme guidelines and field implementation

- Role of Panchayati Raj Institutions in selecting beneficiaries
- Inclusion of seasonal crops such as vegetables and flowers for grant of subsidy under MIS.

d) C Extending subsidy to farmers not having irrigation resources

5. **Oil Palm Development Programme**

I. Short Term Recommendations

a) Oil Palm requires constant irrigation at constant intervals through protective watering. Concerted efforts must be made to bring large irrigated area under the Oil Palm Development programme.

b) The incentives through subsidies should be regulated and develop a system to ensure these incentives are reaching the right people at the right time.

c) Ensure adequate and timely supply of quality planting material, fertilizers and enhance subsidy limit for area expansion.

d) Decentralizing the planning process to local levels to undertake effective extension work through demonstrations, group meetings, supply of technical literature in local language, regular field visit by the field staff to provide technical advice to reduce the risk and increasing the productivity.

e) The view of the farmers, officials from Department and company is that growers should be given a fixed price for a term of at least five years. Another view is that the Government has to find a way to sustain the grower's interest through some additional payment.

f) Enhance the price of FFBs and ensure a minimum price of Rs.12/- per ton of FFBs will help the existing oil palm farmers to continue and encourage others to take up oil palm cultivation.

g) Improved harvesting machinery: At present crop height is a serious problem for harvesting in adult plantations of more than 10 years old trees, Harvesting is done either by climbing the tree or through an aluminum pole attached to sickle.

II. Long Term Recommendations

a) The most important suggestion is to avoid adhoc approach and framing of a long-term strategy with full involvement of State Department of Horticulture. It is emphasized the need for strengthening the organizational set-up at the district level by recruiting full staff required for the field work.

b) Evolving high-yielding dwarf varieties of oil palm is of utmost importance for increasing the area under oil palm cultivation and yield. Research Centres should be activated and infrastructural facilities should be strengthened to this effect.

c) Provide production-based incentives to farmers. Also consider special incentive on yield of more than 25 tons per hectare of FFB from 8 years old crops.

d) Implementation of crop insurance scheme should be considered and sensitize commercial banks and NABARD for promotion of oil palm cultivation.

III. Policy Level Recommendations

a) Unstable import policy should be addressed seriously. Domestic prices of oil palm are significantly affected by cheaper imports from Malaysia and Indonesia, hence fluctuates considerably. The policy of allowing duty-free import of crude vegetable oils is affecting oil palm growers.

b) Inadequate financial support by Government, resource and security related issues viz., credit from commercial Banks and NABARD, implementation of crop insurance schemes, enactment of legislation should be looked into seriously.

c) Formulate some legal provisions to recover govt. assistance / subsidy provided if oil palm is up-rooted / diverted without justification.

d) The Centre can utilize the duty collected form imports of vegetable oils for subsidizing oil palm and other oilseed growers.

6. Apiculture

a) Extend Interest subsidy to the beekeepers/ SHGs, who avail loan assistance form Banks/Financial Institution for Apiculture.

b) Introduce necessary changes in the scheme to take up activities like management of Madhuvanas, migratory beekeeping, providing common facility centre covering testing, grading, quality control & packaging of honey and honey products on PPP model.

c) Linking supply of bee colonies with boxes through progressive beekeepers at a subsidized rate.

d) Integrating the various existing schemes for development of Apiculture and implement single programme for effective implementation of the scheme.

e) Certification & Brand Registration may be encouraged for export of honey to various overseas countries.

f) Dovetail existing schemes in Agriculture & Horticulture Department for creating awareness for Apiculture among the farmers and other beneficiaries (non-Apiculturists) in all the activities of the Department.

7. Horticultural Producer's Co-operative Marketing and Processing Society Limited (HOPCOMS)

I. Short term recommendations

a) **HOPCOMS should explore diversification in their business:** In order to improve sales by catering to new market, HOPCOMS should explore diversification in the products they are selling. Apart from fruits, vegetables, pickles, water bottles, dry fruits, juices and ice-creams which the stores are selling, the Corporation may explore market for selling other products like sprouts, cereals, processed food, daily consumables like milk, bread and also products which promote Horticulture like seeds, saplings and manure. They have recently tied-up with MTR to sell their products at various stores of HOPCOMS. Many of the customers, from both old and young generation, can associate with the MTR brand and hence draw them to the stores. Similar tie-ups can be explored alongside diversification of products they sell directly. In addition to the diversification, even businesses need to be diversified into different markets through exports, multichannel retails, and wholesale market operations which are explained subsequently under Recommendations.

b) **Improve sales of the organization through short term measures:** The immediate priority for the organization is to build the sales volume. Though helping farmers is the prime objective of HOPCOMS. Increasing the sales is the way this can be achieved sustainably. The sales function is the heart of the HOPCOMS. The recommendations to boost sales in the short term are mentioned below:

- **Delinking Procurement and Marketing**

Despite of the importance of sales function, the managing of sales and procurement has been clubbed. General Manager (GM) for Procurement & Marketing is looking after both the functions. The roles are also having conflicts, so it is essential to separate the function accordingly as GM-Procurement and GM-Marketing roles may be created with both of them reporting to GM (Admin)/MD and Entire functions of sales including Route supervisors/ salesmen/sales assistants can report to GM-Marketing. Person having experience in marketing/ retails/ sales/distribution may be hired for the role of GM-Marketing.

As mentioned under the sales sections, the salesmen often spend 12-18 hours every day and have multiple roles of grading, loading, unloading, display arrangement, customer relationship, billing, cash management, housekeeping etc. There is a need for delinking some of the roles. Salesman role may be limited to stores on daily basis. Graded goods from the godowns may be directly supplied to the stores. This mechanism in addition to reducing the time and drudgery would also enable him to open the stores as early as 7am the morning which is a norm followed by the competing super markets.

- **Providing wastage allowance, reward and recognition for sales staff**

Sales function is highly subjective which is based on the salesmanship including customer relationship management and service levels. To push the sales productivity, it is essential to offer incentives, rewards and cognition in the organization. Till recently 3 percent allowance was provided, which is not adequate. So, the wastage incentive may be revised by 1-2 percent. Similarly, best salesmen/store staff may be recognized periodically (Monthly/ quarterly) based on the sales performance /sales improvement/ housekeeping /visual

display etc. Their details may be published in head office, godowns and stores as well as may be rewarded with cash/gift items by senior management in an event. These measures may boost their morale and assist in purchasing/selling more.

In the past the sales incentives were not being provided. However, during 2016-17 incentive system is introduce where revenue sharing is done for clocking the sales beyond the target set by each store. The additional sales required are in terms of absolute value. The same may be changed as a percentage and incentives may be provided. This would help covering all the stores by setting up the improvement targets proportionate to the current capacity.

- **Improve service levels**

As explained under the sales section as the organized retail has witnessed tremendous growth across the country, HOPCOMS has suffered due to the competition resulting in reduced sales volume over the years. Modern retails stores across different formats provide value, convenience, choices. However, it was noticed that HOPCOMS during the review period has either witnessed growth of outlets or the quantity of sales during the review period. Nor able to match the value proposition of the modern retail stores. To improve the service levels the following are our recommendations:

- **Revise Store Timings:** As witnessed during our visits currently most of the stores are being opened at 9:30am and being closed at 8.30 PM with 3-hour break in the afternoon. Though it was also witnessed several of the profitable stores open early and close late. However, it is suggested that initially stores may be open from 7am to 10pm with break afternoon. This would be possible if graded goods are delivered directly to the store.
- **Introduce card payment systems:** With every competing super market/online store offering card payment facilities, it has become a hygiene factor to have card payment system. Card payment systems may be introduced initially in the profit-making stores and subsequently across all of them.
- **Pricing Information/Display:** Updated price list was not found in more than 70% of the stores we have visited during the survey. In supermarkets the prices are displayed and billed transparently. So, there is a need for ensuring the price display. While salesmen receive the price list every morning, the salesmen gave the reason as lack of time in the morning for not updating on the boards. So, a garge size printed list (A3/A2) which can be displayed on the notice board may be provided till a permanent system of online display is deployed. SMS facility to receive latest retail price list may be popularized. In this regard, a notification may be displayed across all the HOPCOMS retail stores as well as mobile vans. Further, a free subscription facility may be provided wherein a consumer can subscribe to receive price list everyday by registering once through as SMS. This would also help HOPCOMS maintain connect with the consumers.
- **Online billing system:** Billing for all the produce may be made mandatory along with online pricing for each of the produce. Though such system exists in some stores, it is found that the process is not

followed for the reasons of connectivity issues. Such a system would eliminate issues of incorrect billing to the customers.

- **Dress code for salesmen may be made compulsory:** While HOPCOMS aprons exists, it was not found being in used in the stores we have visited. This same may be enforced as this the system followed across the competing retailers.
- **Regular Housekeeping:** Several stores we have visited were found to be unclean including the presence of rotten produce in the display area, unclean floor/ display space, snacks/paper waste. Housekeeping plan may be provided with daily/ and weekly comprehensive cleaning using the combination of in house and outsourced staff.
- **Non-performing sales outlets:** While non-performing sales outlets due to the location issues may be identified and these stores may be sublet on franchise mode to run business with minimum purchase guarantee of F&V and franchisee may keep other assortment foods and daily needs and provide other services with prior permission from HOPCOMS. They may also be used as godowns to keep documents/ other produce.

- **Multi-channel sales: Online /institutional**
  - Traditionally HOPCOMS has focused on the retail outlet sales with over 85 percent of the F&V sales being generated by the sales outlets. Access to land from BBMP has become a challenge to expand the network of sales outlets further. Thus, no such expansion was witnessed during the review period. With this situation there is a need to look at multi-channel sales both in the short and long term.
  - Store expansion while on the medium and long term may be carried with assistance from Government; expansion may also be carried on by deploying more mobile sales vans which can be hired initially

Also franchisee model may be followed to open retail stores, where deposits may be collected from the seller and rights to open franchise store with branding assistance from HOPCOMS. MOU may be signed with Minimum Daily purchase agreement and profit-sharing arrangement can be made. In addition to new entrepreneurs existing stand-alone grocery retailers/supermarkets with of F&V section may be explored for franchising.

- Currently the booming online businesses provide low entry barriers. So, tie-up with online retailers/aggregators has to be pursued. Grading and packaging capability/ expertise have to be developed. Mother Daily on similar arrangement has tied up with askmegrocery in Delhi. Even in Bangalore similar arrangement may be explored even with other aggregators/ retailers such as Grofers, Amazon now, Zopnow etc.
- Similarly, expansion of institutional sales with buyers including reputed hotels, caterers, manufacturing and service companies have to be pursued with the assistance of external or internal resources for business development. Competitive product/pricing model may be developed based on the specific needs of the segment.

- **Decentralize Procurement of F&V**

  Procurement from farmers is currently being done through the procurement centers as well as central godown. However, the share of procurement from procurement centers is relatively lessar which is estimated at less than 40 percent and the procurement at central godown is estimated at over 60 percent of the total farmer purchases. HOPCOMS charges only Rs.0.50/ kg towards transportation in comparison with the cost farmer would incur which is Rs.1.5 to 2.5 /kg to transport to godown depending on the

distance. Farmers during the discussions mentioned that that by selling directly at central godown product acceptance, billing happens on the same day as the godown keeper is the decision maker. The procurement centre staff mentioned that though there is supply capacity from the procurement centre, the quantity has been declining gradually over the years. There is a need for decentralization to help marginal farmers, and to scale up procurement. Accordingly, process may be amended such that grading and blilling should be done on the spot and payment at least for the small amounts (less than Rs.5000) be transferred on the same day/ moment (using IMTS) to farmers. While in the medium term the procurement from farm gates as followed by modern retailers may be followed, in the short term, minimum procurement targets based on the catchment production and HOPCOMS requirements across the varieties may be set up.

c) Introduce Crop Planning and procurement planning

The information on average daily consumption quantity estimates is available with HOPCOMS. However, the advance planning aspect is missing. There is a scope for planning the crops with the member farmers. Federations such as Safal employ crop planning with farmer members based on the demand. This has been followed by developed countries effectively. Eg. in Israel the Crop planning is being done, where 80percent of the produce purchase for the members is guaranteed. Similar model with 50-80% buy back guarantee may be employed with member farmers towards crop planning based on the daily minimum requirements of HOPCOMS. Similar procurement of produce such as apples/berries and other F&V during the season in bulk quantities would help HOPCOMS in procuring at lower prices. Cold storage facilities may

be outsourced in the short term. Planning of procurement and storage may be done keeping demand and pricing throughout the year.

d) Viability of each outlet may be established

As explained in Section 10.3, grading system of HOPCOMS retails putlets based on sales figures is outdated, because its id not changed for over a decade, despite price fluctuations and inflation. Hence breakeven sales figure they have fixed needs revision. Based on financial data available, it can be estimated that breakeven point of sales is around Rs.6,000 per day per store. As per this, close to 144 put of 252 retail outlets are loss making. Accordingly, grading system of stores needs to be changed and upgraded biennially.

Cluster of profit- or loss-making outlets may be determined by cluster analysis, which is useful to explore what could be good or what could be wrong with them by clusters. Cluster specific issues can be identified to take corrective actions related to inventory or any aspect of operations.

Store level analysis has to be done in terms of factors driving operations and suitable corrections have to be taken. If a store is found to be unviable, loss making and continues to be so despite corrective actions, then it needs to be closed down.

e) Strengthen procurement tracking system

A comprehensive procurement tracking system has to be deployed which would cover indenting, procurement, grading and payment to the members, to eliminate the involvement of middlemen. Also, extent of land-holding by members has to be captured to ensure that the farmer supplies are in line with the extent of

their land-holding. While this can start off as a paper-based system, it needs to be computerized/ integrated with other software interventions for easier and efficient tracking.

f) Follow Corporate Planning for medium- and long-term performance

Despite of declining quantity of sales/ procurement since several years there was no evidence found on the vision being set up for the growth and plan of action and is highly dependent on incumbent personnel at the helm in steering towards growth path. There is need for setting up of a vision over short term (6 months-2 years), Medium term (3-4 years), and long term (5 years). Blue print of plan may be decided on actions to be executed to achieve the vision with various scenarios. Annual and quarterly review may be done to see deviations and take necessary corrective actions to stick to the vision. This will enable direction despite the changes in management and adhoc plans. Inputs from experts in horticulture/ marketing may be taken and external trends have to be mapped regularly o identify risks and opportunities for the organization.

II. Medium- and long-term recommendations

a) Upgrade the existing sales outlets

The existing stores are built on smaller spaces (~150sft) in comparison with the modern retail super markets (1000-3000 sft) and witness inconsistency in display, storage often ingeniously modified. About 100 of the stores have been modified. But even these store does not match the look and feel of the modern retail stores. Some of the visuals of the store in comparison with other supermarkets are being mentioned in Appendix E. So, there is a need for modernizing the existing stores with certain level of standardization in display, process of entry to billing, visual merchandising, salesmen looks, lighting, refrigerator/cooler,

flooring and interiors, branding, sign boards. This may initially be started for the stores with higher grade. Periodic maintance has to be an integral part of the modernization plans.

b) Redesign of location policy for sales outlets

Several of the HOPCOMS retail outlets have remained in the same historical locations, some of which may not have relevance for the current spatial accessibility and convenience for both old and new customers. Hence, location policy for soles outlets may be redesigned, such that new locations, can incorporate new criteria such as availability of parking, demographic features, characteristics of the households in the area, trade potential of the area, traffic, pedestrian flow, visibility of the store, size of the store, walk-in facility, revenue potential of a location, local regulations regarding quality of power available and structural constraints, and competitor analysis in the proximity of the sales outlets.

c) Align procurement to published market prices

All the farmers we met during the study have agreed that the prices paid by HOPCOMS are higher than market prices. For determining the purchase price, the market rates of key markets in Bangalore are determined manually through daily visits. As per the discussions with HOPCOMS staff, and based on the prices collected, a marginally higher purchase price is set by a committee. Procurement price is one of the most important factors of competitiveness in the relatively low margin fruits and vegetables. So, there is a need for more diligence in determining procurement price. Procurement prices have to be in line with market prices of the locality from a sustainability view and additional price support may be limited during price crashes. On the other hand, support may be extended to farmer in terms of providing transportation, provision of seeds, chemicals and fertilizers, technical advice *etc.*

d) Sales and Procurement through HOPCOMS/Co-operative gird

HOPCOMS in addition to the procurement from farmer members who are from the catchment area also does open market procurement. When supply is not available in the catchment in the produce is imported, sourced from other states or from other districts within Karnataka. It may be efficient for HOPCOMS to procure from the other district co-operatives. In the line of national milk grid, district co-operatives and HOPCOMS' may be linked to purchase from each other and do combined purchases together towards achieving the economies of scale. This will be win-win situations for all the district co-operatives. Karnataka Horiculture Federation (KHF) may play an anchor role in achieving this and drafting at terms of purchasing. Bangalore being a largest consumption market, HOPCOMS will be the biggest beneficiary of the arrangement. If not all the districts HOPCOMS may work with key district co-operatives based on the internal demand.

e) Communication of HOPCOMS to the younger generation

Publicity drive should be intensified to survive and grow in today's competitive world. During the primary survey we found 66 percent of the total sample to be homemakers and retired personnel. The salesmen seconded the finding that the gargest segments HOPCOMS caters are homemakers and retired personnel. The retired personnel during the discussions expressed that they trust HOPCOMS, so the loyalty is present, as they have been purchasing there for many years. Even timings, assortment, billing, payment systems are traditional and suited for home makers and retired personnel. However, with the increasing trend of working individuals and couples, there is need for operational realignment to facilitate younger working individuals

to shop from HOPCOMS. However more importantly this generation does not have brand connect with HOPCOMS, considering that they have shopping alternatives such as super markets/malls for shopping.

So, there is a need to communicate to the younger generation about how HOPCOMS is connected to the farmers and farmer's welfare is at the core of HOPCOMS business model. A rebranding exercise may be taken with the following indicative initiatives.

- Having a young brand ambassador/face in HOPCOMS displays
- Social media connect
- Sub branded packaged product
- Recipes of traditional and local vegetables for time constrained consumers
- Communicating health benefits of F&V, especially the local produce
- Communicating to the customers on the farmers ownership of the organization and farmer benefits

Considering the wide network of retail outlets, they can be leveraged for communication including glow signs, posters, booklets, leaflets, *etc*.

f) Procurement from farm gate

The competitors of HOPCOMS such as Reliance, More, Big bazaar have developed collection centres at Taluk/Hobli levels. So, the procurement happens at collection centres and even at farm gates. This will not only help farmers from pain of going to market but also the time, which can be utilised on the field. Currently some of the places in the catchment area are as farther as 75 kilometres from the nearest procurement centre but has available nearer markets. Thus, it's difficult for marginal farmers to trade with HOPCOMS. In the medium term the number of procurement centres may be increased and but in the long term HOPCOMS may deepen its procurement system through farmgate procurement. Necessary logistics

facilities including vehicles and collection centres need to be established to make this possible. buying capacity should also be increased to make such arrangement viable.

g) Supply to Government Schemes/institutions

Further, HOPCOMS management expressed keenness on supplying to the schemes run by government. HOPCOMS with its capability to source may be able to add value by supplying quality produce.

One such large scheme is Mid-day meal scheme, under which a total of over 65.27 lakh students studying between 1st standard and 7th standard are beneficiaries with a total of ~400 tonnes of vegetables required per day. This would translate to ~89 kilo tonnes per year. 2 This is equivalent to eight times of quantity of vegetables being procured currently. By supplying to this initiative HOPCOMS would be able to increase membership and procurement.

With the right price agreement even, government may stand may stand beneficiary due to economies of scale, grade guarantee, where HOPCOMS can work with lower margins due to reduced administration cost.

Similarly, HOPCOMS can be partnered for the hotels, canteens being run by government. Government may recommend such Government Department/ Institutions to use the services of HOPCOMS as a first option by providing necessary exemptions like 4G etc. The key challenge in such an arrangement would be to determine right pricing for the products. So, pricing can be pegged to the wholesale markets (such as APMC) in the relevant locations, with fixed value or percentage margin to HOPCOMS towards distribution expenses. Transparent process has to be followed in identifying the grade of the products being supplied, and timely verification/monitoring has to be done by an independent agency.

h) Cold chain Facilities

One of the objectives of the HOPCOMS is to expand cold storage facilities progressively for the benefit of farmers. However, there is no evidence of cold storage facilities being expanded. While cooler is being used for temporary storage of apples, the cold storage facilities required to store processed pulp is being outsourced. Cold chain facilities such as pre-cooling, reefer vehicles, cold storage, and retails display coolers have not been set up procurement of produce such as apples/berries and other F&V during the season in bulk quantities would help HOPCOMS in procuring at lower prices. Planning of procurement and storage may be done keeping demand and pricing throughout the year. Estimated 30 Tonne capacity would be required for apples alone. Cold chain is an essential part for the exports. So firm needs to move towards developing export competency/ certifications may initially outsource the facilities, but in long term in-house cold chain facilities will help reduce wastage and increase the share of exports.

i) Setting up of new retails formats

Most of the retail outlets of HOPCOMS have been built are prior to the emergence of modern retails formats on the premise of standalone, convenient F&V store. However, with the emergence of several modern retail formats including supermarkets, hypermarket, and cash and carry have emerged which looks at overall needs of the consumer. There is a need for HOPCOMS to reposition from a specialized F&V to Solution (Food/daily needs) stores. So, expansion may be taken to set up Food Retail format- 500-2000 SFT. New categories of Foods including grocery, dairy, baked food, canned and packaged food horticulture products, and flowers may be added.

Depending on the funding these may be owned by the partner and HOPCOMS will run store and revenue will be shared together. Franchise model is scalable option considering that operations /

administratively it's efficient for HOPCOMS. HOPCOMS in the case of franchise model may look at development of branding store, developing an operation manual, developing a franchising. Brand names for own stores and franchise stores may be kept different under the HOPCOMS Brand. Needless to say, the franchise will expect the buying price at competitive prices.

j) Expanding the foot print of processed foods

In addition to marketing fruits and vegetables HOPCOMS operate a fruit processing unit where Mango and Grape juice is manufactured. However, the shelf life of juice is only 48 hours and needs to be stored and saved cold. So, the manufacturing and distribution is limited. So, the packaging technology needs to be improved. The processing may also be expanded to other vegetable juices and processed/ preserved foods in purees, pulp, concentrate, blend, frozen vegetable, preserved Gherkins & fresh fruits, & vegetables. Even export opportunity exists for these products.

k) Focus on exports of produce

During 2014-15, India exported fruits and vegetables worth Rs.7474.14 crore which comprised of fruits worth Rs. 2771.32 crore and vegetables worth Rs. 4702.78crore. Mangoes, Walnuts, Grapes, Bananas, Pomegranate’s account for larger portion of fruits exported from the country while Onions, Okra, Bitter Gourd, Green Chillies, Mushrooms and Potatoes contribute largely to the vegetable export basket. The major destinations for Indian fruits and vegetable are UAE, Bangladesh, Malaysia, UK, Netherland, Pakistan, Saudi Arabia.

Through India's share in the global market is only about 1 percent, there is an opportunity to increase exports. HOPCOMS with its scale may focus on building export business in addition to the domestic market operations. Necessary support from The Agricultural and Processed Food Products Export Development

Authority (APEDA) may be taken. The operations for exports have to be carried out at a different level considering the below mentioned factors

- Quality level/grading to be done based on target markets
- Development of cold value chain from pre-cooling, transportation (refer vans) and cold storage facilities to be developed
- International markets often require certification of facilities and produce ISO 9002, ISO 22000, FDA, FPO, Kosher, Halal, Global GAP, Ecocert, SGF and HACCP
- Tie up with farmer members may be pursued to produce in confirmation with the norms of the target countries

III. Recommendations requiring change in policy

These are those which will need a lot of time, resources and procedure to implement. In addition to strategic changes, the need for continuation of existence of HOPCOMS has detailed.

IV. Need for continuation of HOPCOMS

During the study the following were the observations

- Farmers are being paid higher than the market prices and during the price crash this is more crucial.
- Though the coverage of farmers has reduced over the years, still it is an alternative for the market especially in places where market is not efficient.
- The organisation is self-sustaining for operations management, however timely interventions in upgradations are required to ensure higher productivity
- Increasing scale may help HOPCOMS to serve more farmers
- HOPCOMS among a segment of consumers is still a trusted brand for fresh F&V

- Considering the presence of over 250 stores at key locations will provide consumers convenience for fresh produce.

So HOPCOMS may continue operations. However, there is a need for a bigger vision, larger operations, and more farmer inclusiveness beyond being a convenience shop for customers. Since KMF and HOPCOMS after complementary products, tie-ups may also be explored so that together they may fulfil daily needs to the consumer. Leveraging retail spaces of each other, merging opportunities with other co-operatives which have synergies with HOPCOMS business such as KMF may also be explored.

V. Wholesale market operations

With procurement being the key metric for helping farmers, HOPCOMS may look at building scale in procurement. To create necessary demand there is a need to look beyond consumer facing retail businesses and become a key market player. On long term HOPCOMS may become a trading platform for the farmers across different regions of the catchment and beyond with its own market place.

VI. Broad basing the farmer's involvement through a Tiered approach to Governance

The governance model of HOPCOMS is highly centralized. The elections are held centrally at HOPCOMS to decision making is highly centralized. However, the role of HOPCOMS in spirit is to assist farmers across the catchment area. By making the governance structure in to multiple tiers, where in at lowest tier will be a cooperative body at Taluk/Hobli level and at tier 2 the electives from Tier 1 will choose a governing body. This will enable comprehensiveness in terms of representation from the entire catchment area. With increased procurement this may be expanded to village level.